



Clapingo

Global Marketplace for
English Language Training



THE PROBLEM & OPPORTUNITY



Market size

\$10.64Bn^{India}
Growing at 19% CAGR

\$48.03Bn^{Global}
Growing at 7% CAGR

English is not a language, it's a skill

- English enables - self expression & confidence.
- English is a key skill for employability, Fluent English speakers earn **34%** more than the people who don't.



- Jobseeker struggling to crack an interview
- Team leader unable to get a promotion.
- Parents unable to communicate at PTMs.
- Sales executive unable to tap foreign clients.
- Unable to switch from Engineering
- Unable to communicate amongst friends.



- Secures a job
- Becomes a Manager
- Confidently interacts in PTMs
- Delivers results in International market
- Gets into Business Consulting/ Development
- Builds networking & strong relations.

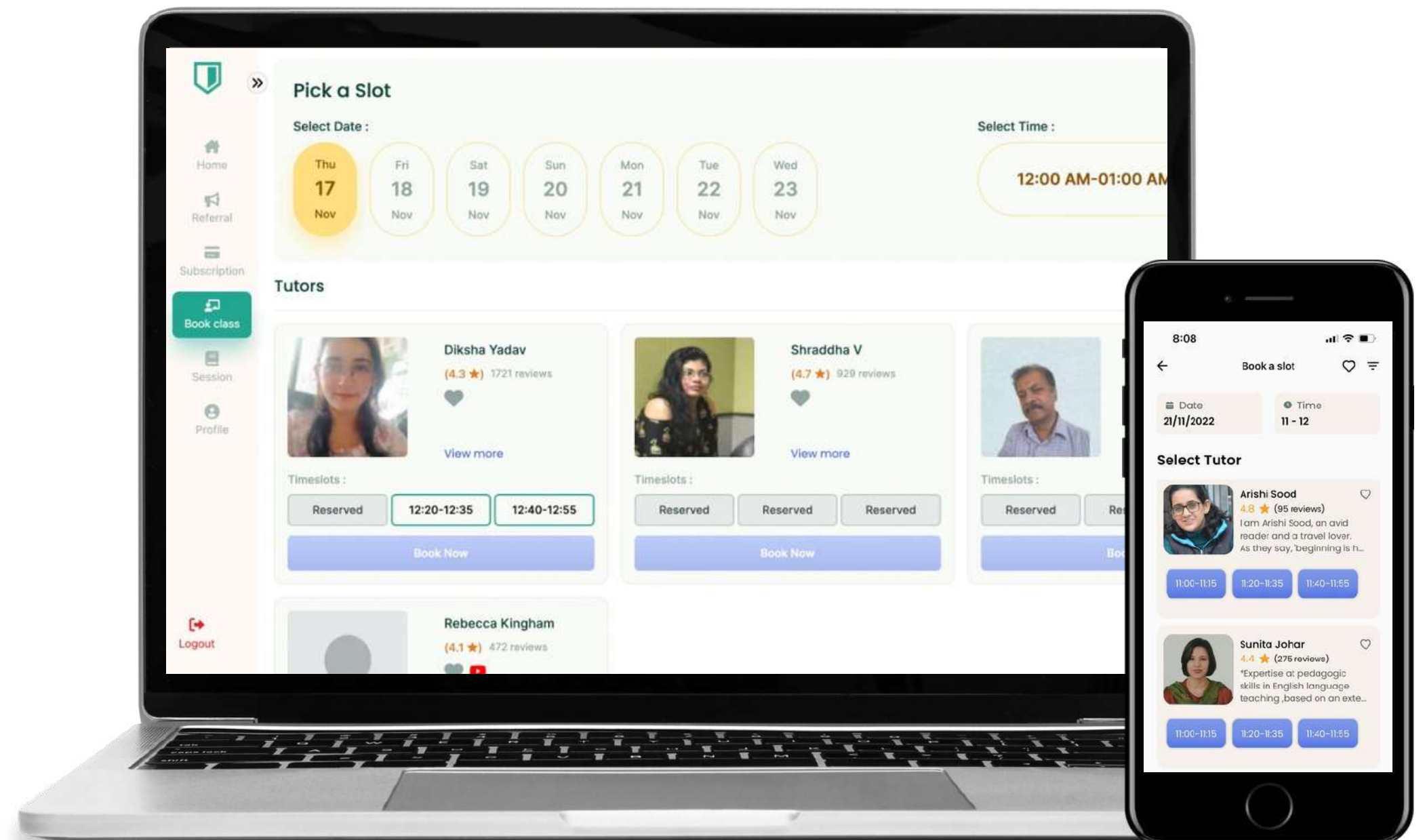
Solution

Connecting learners with top trainers via 1:1 live video sessions.


Step 1
Choose time slot

Step 2
Select tutor


Step 3
Book class




Available 24/7, Schedule at your own convenience




Home




Referral




Subscription




Book class



Session



Profile



Logout

Select Date :

Sun 12 Mar

Mon 13 Mar

Tue 14 Mar

Wed 15 Mar

Thu 16 Mar

Fri 17 Mar

Sat 18 Mar


Select Time :

02:00 PM-03:00 PM

Tutors

Filter By Tags

Favorite Tutors




Vipul Pant
(4.7 ★) 1285 reviews
❤️ 📺
[View more](#)

Timeslots :

02:00-02:15 02:20-02:35 02:40-02:55

Book Now




Suhani Sharma
(4 ★) 933 reviews
❤️
[View more](#)

Timeslots :

02:00-02:15 02:20-02:35 02:40-02:55

Book Now




Shubra Biswas
(4.7 ★) 1141 reviews
❤️
[View more](#)


Timeslots :

02:00-02:15 02:20-02:35 02:40-02:55


Book Now




Pratik Basu
(4.9 ★) 1264 reviews
❤️ 📺
[View more](#)



Anita Mohan
(4.7 ★) 48 reviews
❤️ 📺
[View more](#)



Ruru Basu Mallik
(4.9 ★) 11 reviews
❤️ 📺
[View more](#)



Learn According to your Needs

Select one/multiple

Foundation Builder Vocabulary Whiz **Grammar Guru** ✕ Creative Conversationalist Author

Writer Pronunciation Police **Accent Trainer** ✕ Interview Expert Professional English Trainer

Business English Coach Personality Coach

Apply

Tutors

Filter By Tags Favorite Tutors

Grammar Guru ✕ **Accent Trainer** ✕

 Ruru Basu Mallik (4.9 ★) 11 reviews View more Timeslots : Reserved Reserved Reserved Book Now	 Mansi G (4.6 ★) 1526 reviews View more Timeslots : Reserved Reserved Reserved Book Now	 Letty Susan (4.6 ★) 198 reviews View more Timeslots : Reserved 08:20-08:35 08:40-08:55 Book Now
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Learn with Highest Rated, expert tutors

Himanshu Bisht



4.8 ★
Ratings

2113
Reviews

About Me

If you are determined to improve your English language proficiency, join me on the journey to thrive as a fluent and confident English speaker. Consistent practice and endeavour will help you attain your desired proficiency. Your only competition is you yourself, so keep learning to become a better version of yourself everyday. I look forward to interacting with you soon.

Schedule this Tutor

Showing available time slots for

Select time:

10:00 AM-11:00 AM ▾

Select date:

13/03/2023


Reserved

Reserved

Reserved

Book Now


Class Recordings and Tutor Feedback for your self-assessment

 **Session 312**
Tutor: Anushka Ghosh

Session Notes

Date: 02.19.2023 Time: 07:40 PM-07:55 PM

Recording Feedback


 **Session 313**
Tutor: Megha Nayak

Session Notes

Date: 02.18.2023 Time: 10:20 PM-10:35 PM

Youtube Approval ✓ Request Approved
It got approved! You can copy the link from here [🔗 Copy link](#)


Recording Feedback

 **Session 310**
Tutor: Namrota Purakayastha

Session Notes

Date: 02.16.2023 Time: 10:00 PM-10:15 PM


Recording Feedback

 **Session 309**
Tutor: Neha Tomar

Session Notes

Date: 02.16.2023 Time: 08:00 AM-08:15 AM

Recording Feedback


 **Session 311**
Tutor: Ammu Alice Francis

Session Notes

Date: 02.15.2023 Time: 08:00 PM-08:15 PM

Youtube Approval ✓ Request Approved
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Recording Feedback


 **Session 308**
Tutor: Neha Tomar

Session Notes

Date: 02.10.2023 Time: 08:00 AM-08:15 AM

Recording Feedback


Session Cancelled !
Whatever might be the reason we hope best for your next session with us.

 **Session 307**
Tutor: Ankita Advani

Session Notes

Date: 02.09.2023 Time: 08:00 AM-08:15 AM

Youtube Approval ✓ Request Approved
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 **Session 306**
Tutor: Ammu Alice Francis

Session Notes

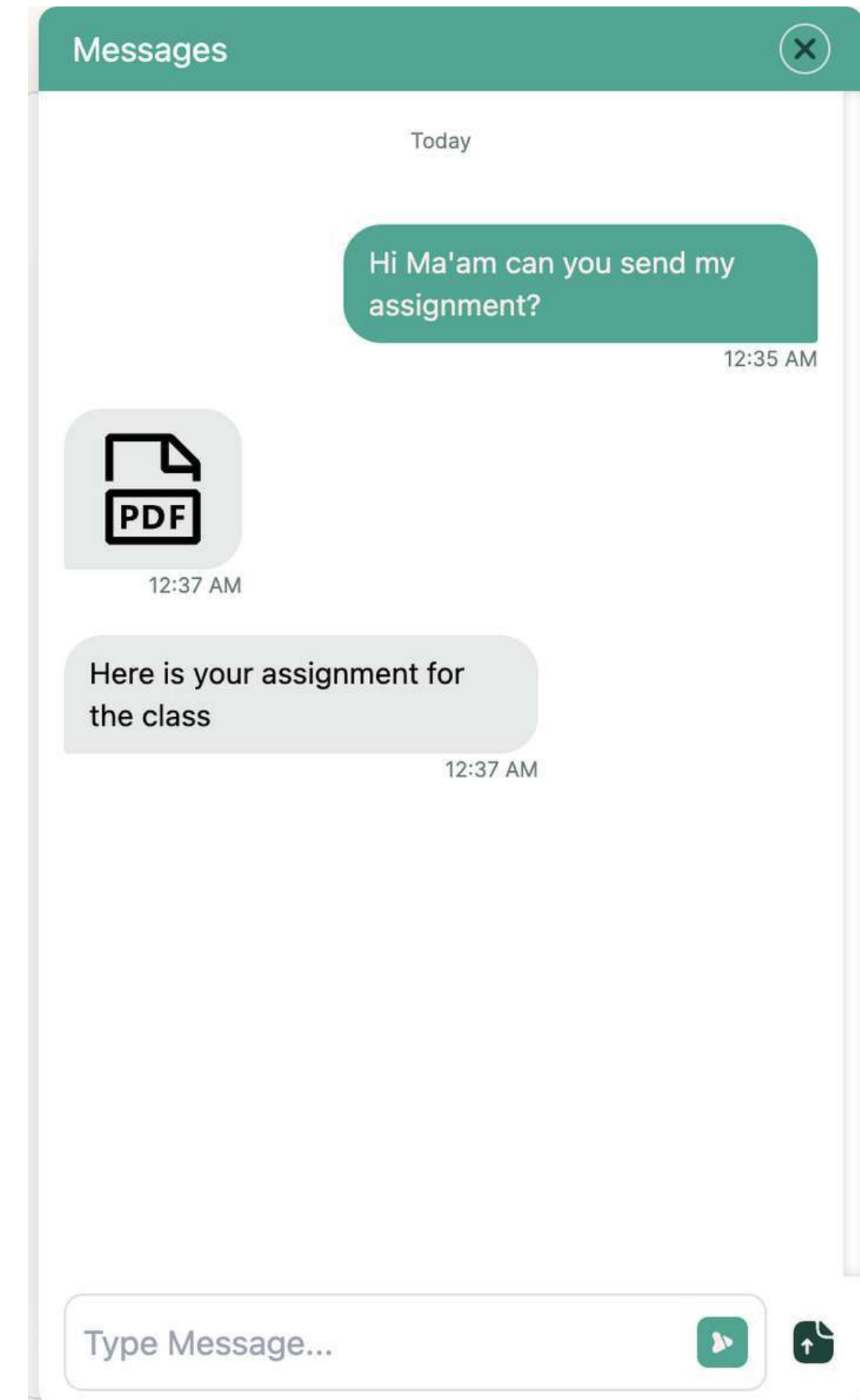
Date: 02.06.2023 Time: 08:40 PM-08:55 PM

Youtube Approval ✓ Request Approved
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Easy communication between Tutors and students

In house, real time chat feature



Adaptive, Self Paced Learning

Courses

» What would you like to learn today?

Paid Courses



Effective Interview Preparation

A course by Dr. Sumita Roy

This is pro course which will help you gear up your English speaking skills. The course is...

Speaking Listening Grammar

3.8 ★★★★★ 👤 1545 🗣️ Beginner

You purchased this course

Go to course



IELTS Series- (Reading, Writing, Speaking and Listening)

A course by Niharika Bhuwania

If you want to apply to an English-speaking country like The United States, UK, or...

English Ielts Listening Speaking Writing

4.5 ★★★★★ 👤 1507 🗣️ Beginner

You purchased this course

Go to course



Creating an English environment

A course by Maitri Sharma

We all know what role a parent plays in a child's life. From learning to ride their bike to...

English Kids

3.3 ★★★★★ 👤 1322 🗣️ Beginner

You purchased this course

Go to course



Leadership Course - Ankita Wadhwa Advani

A course by Ankita Wadhwa Advani

Leadership is often seen as an elusive or complex skill, but with this practical course,...

English Leadership Skills

5.0 ★★★★★ 👤 745 🗣️ Beginner

You purchased this course

Go to course

Free Courses



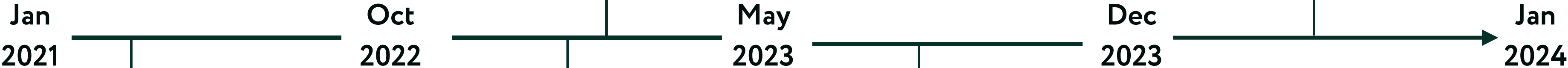
Product Timeline



Recorded Courses



Kids Vertical



Spoken English



IELTS (Test Prep)



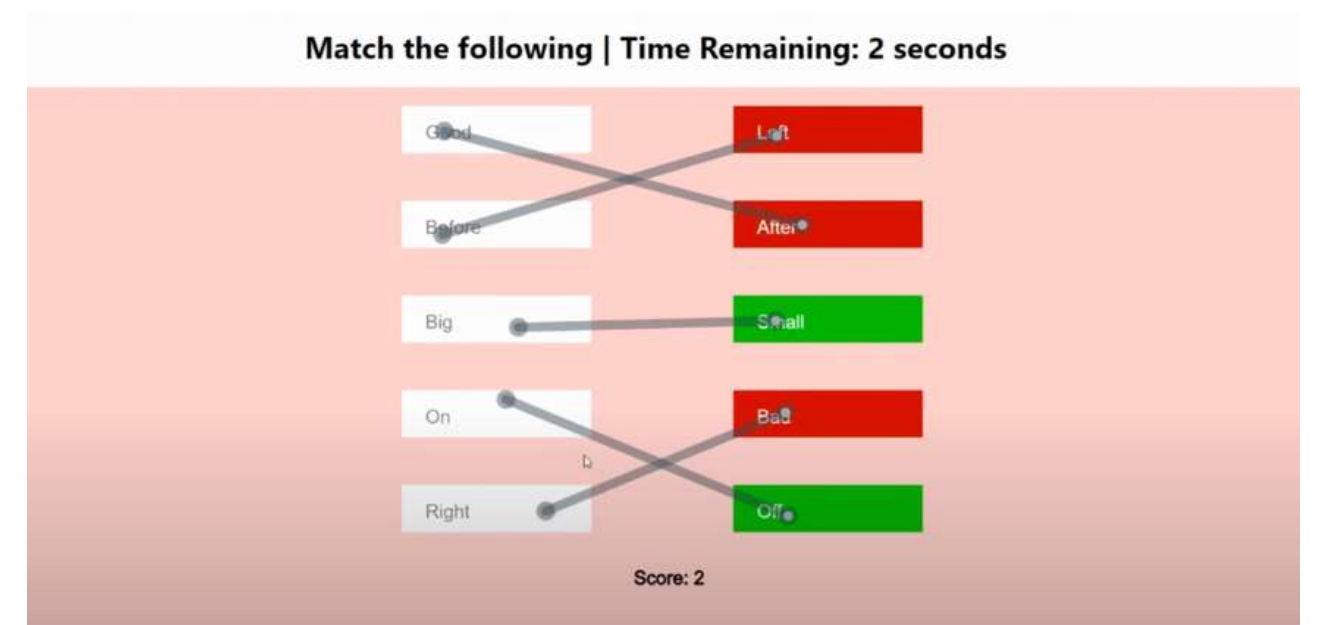
AI Live Class

AI tutor enabled class

AI Based stimulated one-on-one live class technology:

- **Developed completely In-house.**
- **First in India**
- **>90% Gross Margin**
- **To grow with very low CAC.**

Ref: <https://www.youtube.com>



Business Model

We operate at average 53% Gross Margin

1.3Mn

Learners

\$324

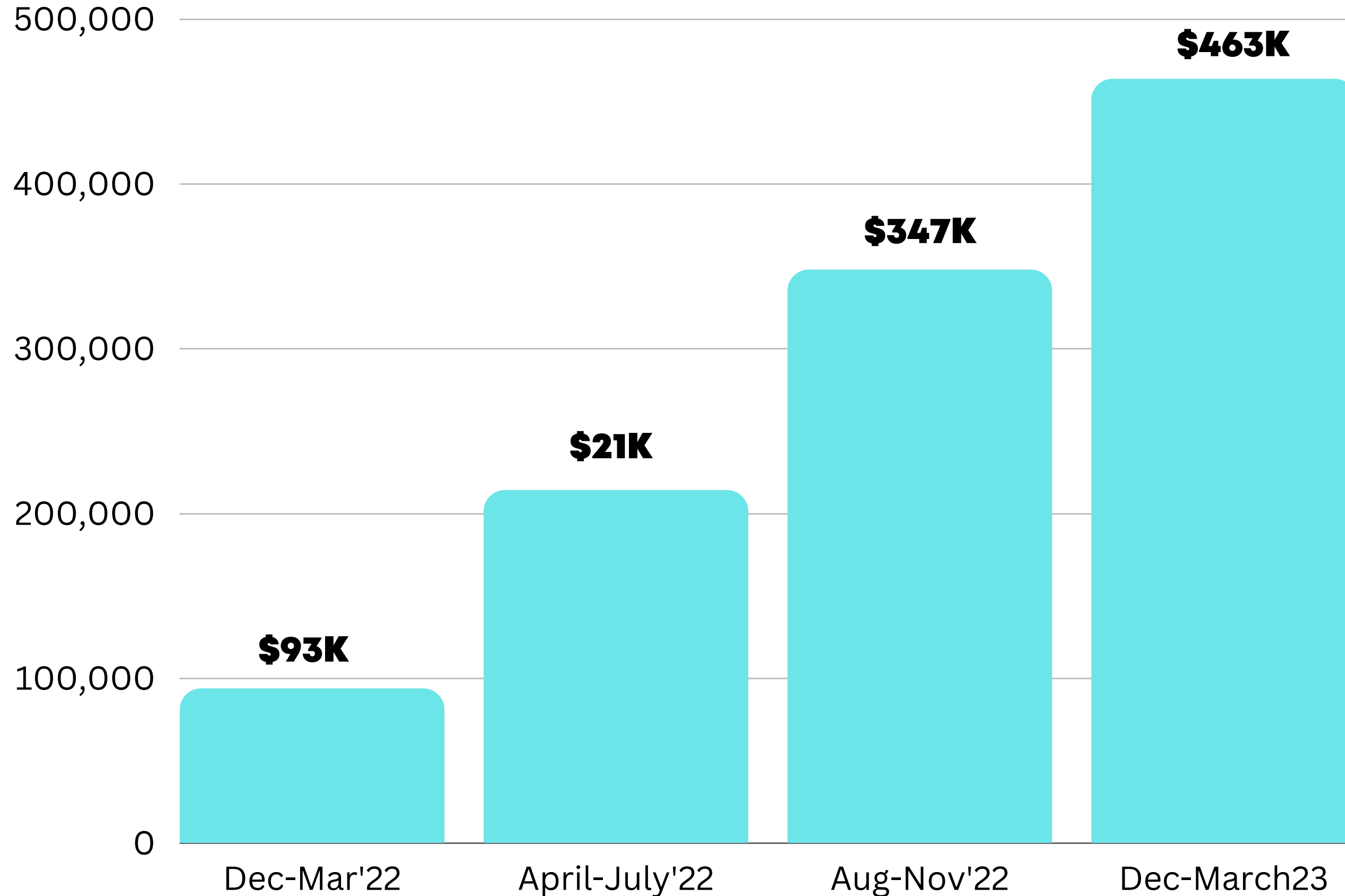
Million Dollars

ARR Projected
by March 2026

\$100

**Average Fee
Per User**

Revenue



7 Million+
YouTube Views

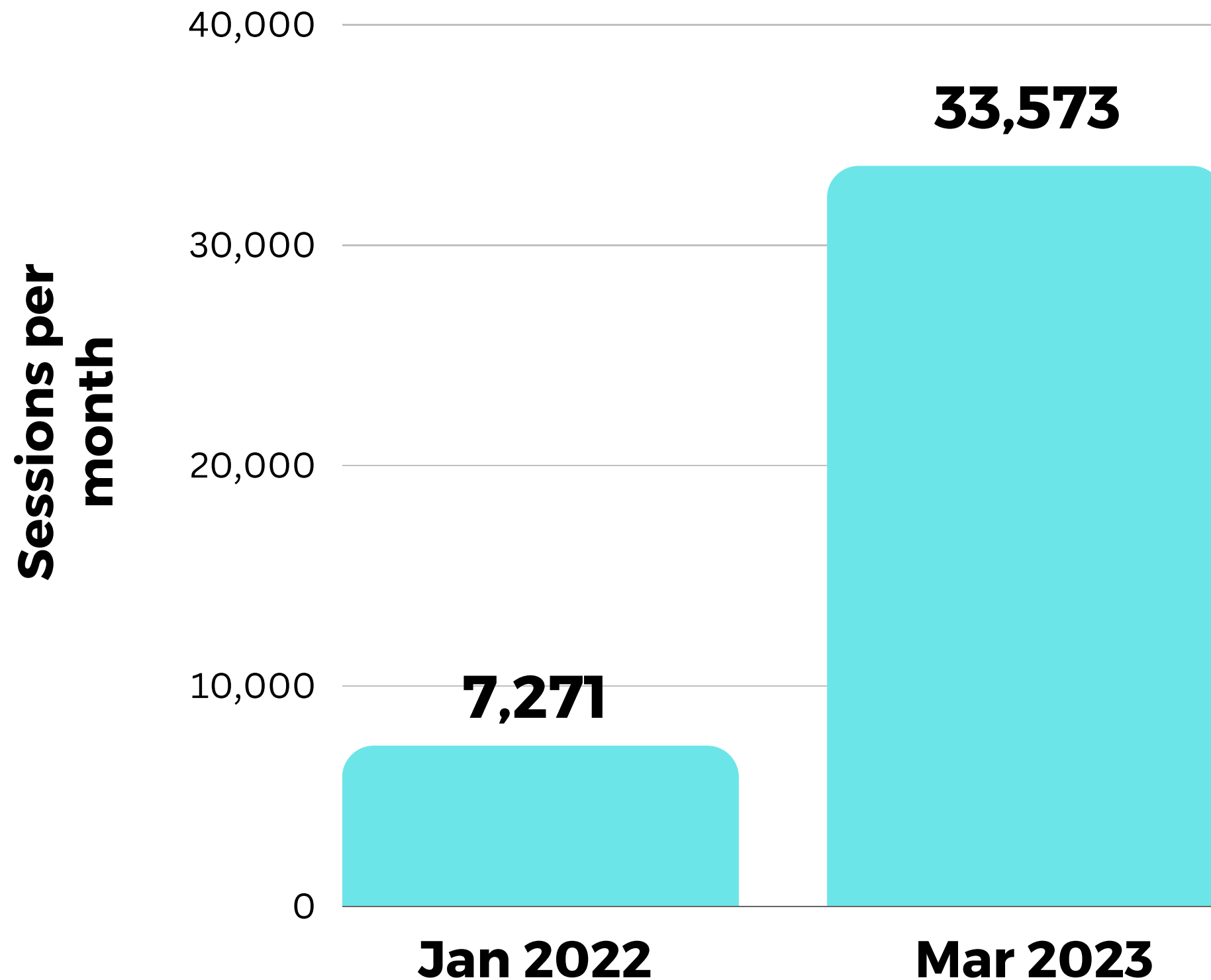
53%
Gross Margin

260k+
App Downloads

\$1.5Mn
ARR

Two Sided Managed - Market Place

A lady from small town took 24 sessions & cracked a job interview



**Proprietary demand
supply mapping
algorithm**

15.63%
M-O-M Growth

Generating consistent & Predictable Income for tutors

\$900

**Highest Monthly
tutor Earning**



**Upto
5%
Incentives**

>\$250

**25% of Tutors'
Monthly Earning**



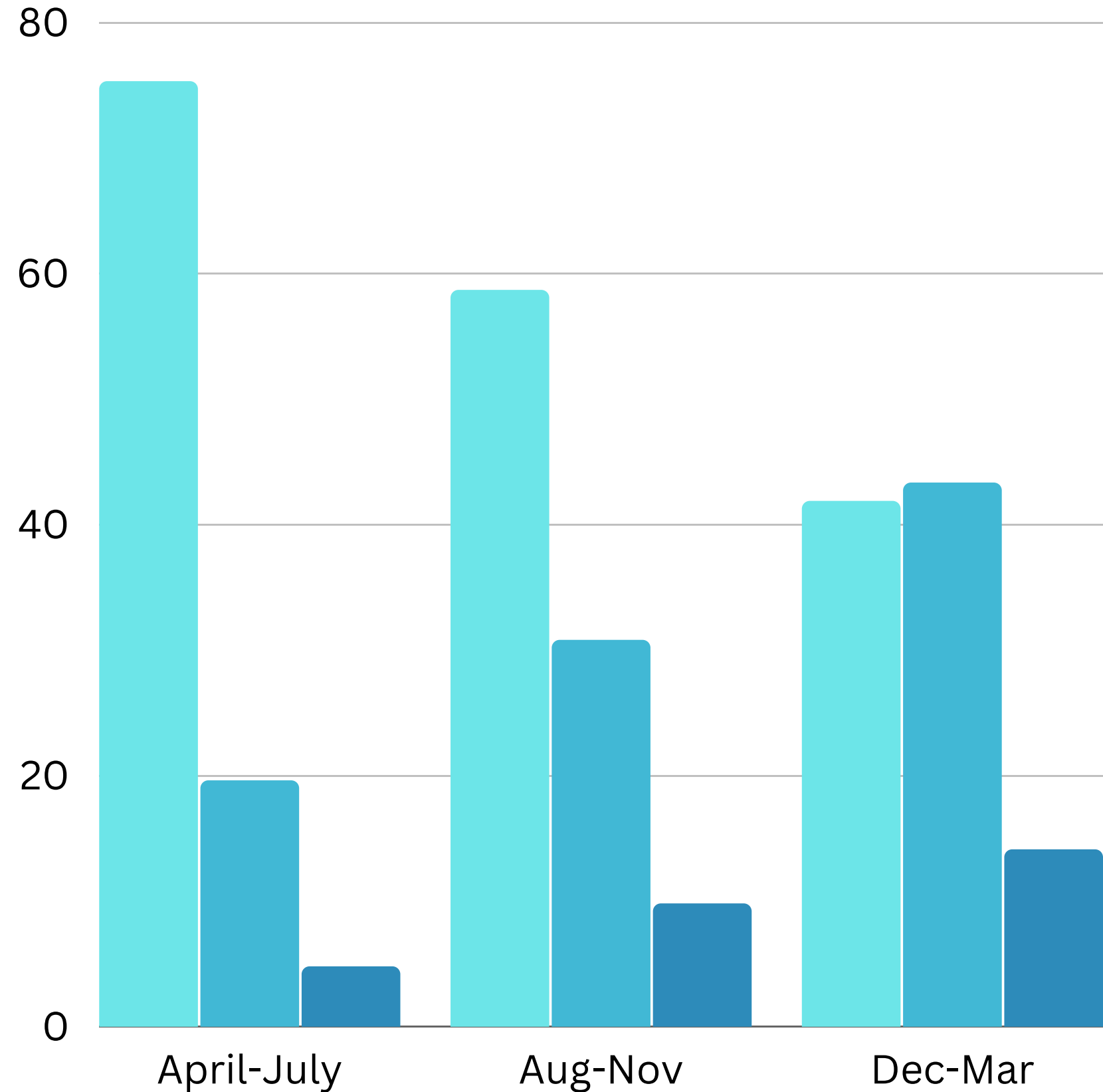
**No
Minimum
working hours
required**

**Real Time
earning
visibility**



**4.6
Tutor
Rating**

Proven Results



\$900K
Revenue

>5x
Annual Revenue
Growth

4.6/5
Online Ratings

\$26K
International revenue
(Zero marketing)

- **1 month plan**
- **3 months plan**
- **6 months plan**

Projections

(In USD Mn)	FY 23 - 24	FY 24 - 25	FY 25 - 26
Revenue	4.57	27.54	163.65
Live domestic	3.92	20.83	110.65
Live Inter.	0.12	0.63	3.33
Recorded	0.53	6.08	49.67
EBIDTA	-0.405	2.785	18.95

Go to Market



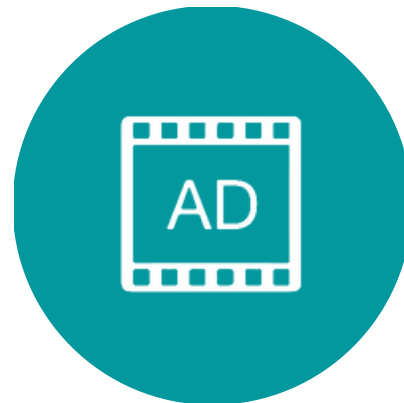
**YouTube
Marketing**



**B2B & B2B2C
Partnerships**



**Influencer
Marketing**



**Facebook/
Instagram/Google Ads**



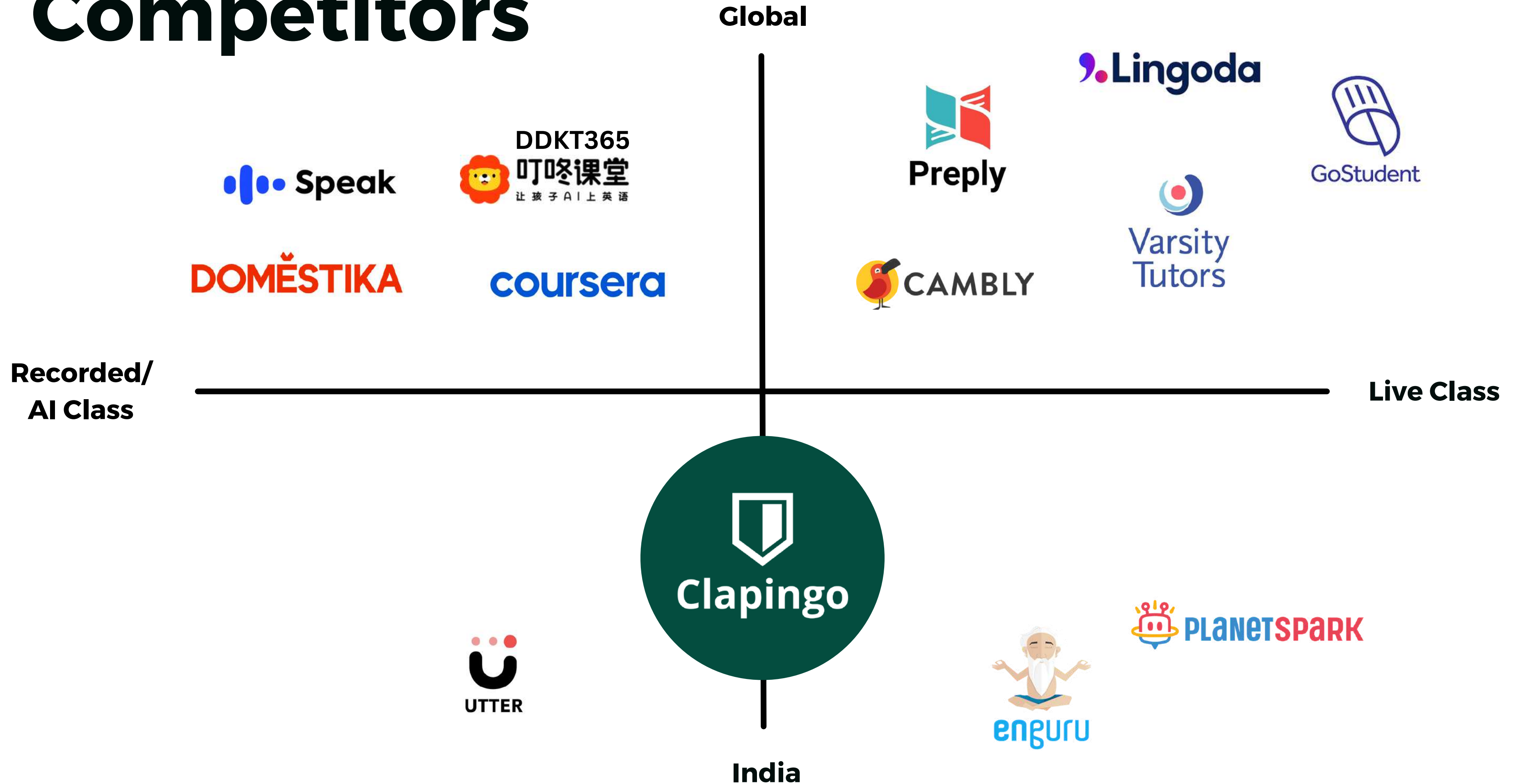
**Recorded
Courses**



**Referral/
Affiliate**

Every channel is scalable

Competitors



Institutional Debt Financers

klub

l... RECUR

Protium™

LENDINGKA ₹ T

Velocity

indifi

Team

Founders & Senior Leaders



Sameer Agrawal
Founder

Ex: Coal India Limited,
L&T Construction.



Divyam Jain
Manager, Operations &
Growth (recorded course)

Ex: YOTEAM
Boss India Entertainment



Chirag Chaitanya
Manager, Finance &
Strategy

Ex: Medulance
Edu: Shaheed Sukhdev College of
Business Studies, DU



Keesha Keshkamat
Manager,
Quality & Content

Edu: HR college of commerce and
Economics



Chandrachur Sengupta
Head, Product Marketing

Ex: Regalix
CareNow healthcare
FESMA India.



Heena Kapoor
Marketing Strategist

Ex: Co Author Unstoppable Courage
SHEROES
Insane Marketers



Anchita Deshpande
Head of Sales

Ex: Educomp
Mastree
Bright champs


Advisors & Investors

Advisors



Santosh Panda, 
Accelerator
CEO & Co-Founder, Explara
FoundershipHQ,



Bimlesh Gundurao, 
Accelerator
Founder, Pitchcamp
FoundershipHQ

Consultants



Gaurav Gupta, 
Adobe generative AI
Rite pros
DRDO, FMS

Investors



Sharad Singh, 
Mentor, Angel Investor
Co-founder, CEO
Valuefy



Appurv Gupta, 
Angel Investor
Standup Comedian
appurvgupta.com/

THANK YOU

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